

BESTGEN TELECOMMUNICATION SDN. BHD.

Formerly Best DG Distributors Sdn. Bhd.

Company Profile & Corporate Background

Telecommunications Distribution | Regional Operations | Dealer Network
Support

Headquartered in Butterworth, Penang, Malaysia

Business roots established in 1998 | Incorporated in 2005 | Rebranded in 2024

Prepared for official review | Updated May 2026

1. Executive Summary

A concise corporate snapshot for official reference

BestGen Telecommunication Sdn. Bhd. is a Malaysian telecommunications distribution and regional operations company headquartered in Butterworth, Penang. The business traces its telecommunications distribution roots to 1998 and was incorporated in 2005 under its former name, Best DG Distributors Sdn. Bhd. In 2024, following the transition into CelcomDigi's Cluster Development Partner model, the company rebranded as BestGen Telecommunication Sdn. Bhd. to reflect its broader operating role in regional telecommunications support.

Today, BestGen supports dealer network coordination, stock fulfilment, merchandising, field execution, market activation, regional sales support and operational coordination across Northern Malaysia.

72	3,000+	1,000+	6
Clusters	Touchpoints	Dealers & Resellers	Regional Offices

Item	Details
Corporate name	BestGen Telecommunication Sdn. Bhd.
Former name	Best DG Distributors Sdn. Bhd.
Headquarters	7103, 1st Floor, Jalan Bagan Ajam, 13000 Butterworth, Penang, Malaysia
Business roots	Telecommunications distribution operations established in 1998
Incorporation history	Incorporated in 2005 under the former name Best DG Distributors Sdn. Bhd.
Current operational role	Telecommunications distribution, cluster development support, dealer network operations, stock fulfilment and regional field execution
Geographic coverage	Penang, Kedah, Perlis and Perak
Website	https://www.bestgen-tele.com/

2. Company Background

From distribution roots to regional strategic partnership

BestGen's history began in 1998 when its founder, the late Mr. Low Han Pial, started telecommunications operations as a Mutiara Telecom dealer in Butterworth, Penang. Through consistent sales performance and operational reliability, the business developed its position within the Northern Malaysia telecommunications distribution market.

In 2005, the business was incorporated as Best DG Distributors Sdn. Bhd. and appointed as an official Digi distribution partner for the Upper Northern Region. The company continued to grow through dealer support, stock fulfilment, sales execution and regional branch coordination across Penang, Kedah and Perlis, later expanding into wider Northern Region support functions.

In 2024, CelcomDigi introduced the Cluster Development Partner operating model. Best DG Distributors Sdn. Bhd. was recognised for the successful Northern Region CDP bidding and subsequently rebranded as BestGen Telecommunication Sdn. Bhd. The rebranding reflects its expanded operational scope as a regional telecommunications distribution and field execution partner.

Year	Milestone
1998	Telecommunications distribution roots established in Butterworth, Penang.
2001	Recognised as the first Digi Specialised Store in Penang.
2005	Incorporated as Best DG Distributors Sdn. Bhd. and appointed as an official Digi distributor for the Upper Northern Region.
2005-2020	Expanded cluster-based distribution support across Kedah, Perlis and Penang.
2020	Supported a wider cluster network following distribution model changes.
2024	Recognised as CelcomDigi Northern Region Cluster Development Partner; rebranded as BestGen Telecommunication Sdn. Bhd.
2025	Founder Mr. Low Han Pial passed away; current management continued the company's operations and legacy.
2026	Continues as a regional telecommunications distribution and operations partner across Northern Malaysia.

3. Mission, Values & Business Objectives

Operational discipline, reliable distribution and regional support

BestGen's mission is to provide dependable regional distribution and operational support to telecommunications partners and dealer networks. The company's role is execution-oriented, with focus on stock availability, dealer support, sales performance, merchandising and coordinated ground operations.

Value	Corporate meaning
Reliability	Consistent distribution, clear communication and dependable dealer support.
Efficiency	Speed-to-market execution, accurate stock movement and practical operational discipline.
Collaboration	Close coordination with principals, dealers, regional staff and logistics teams.
Integrity	Transparent, accountable and long-term business conduct.
Continuity	Preserving the founder's legacy while strengthening current management systems.

Business objectives include maintaining stock availability, supporting sales performance, improving merchandising standards, applying digital tools for coordination and delivering effective field execution across regional touchpoints.

4. Operational Scale & Regional Coverage

Current public-facing operating capacity

BestGen supports regional telecommunications operations across 72 clusters and more than 3,000 telecommunications touchpoints across Penang, Kedah, Perlis and Perak. The company also coordinates a network of more than 1,000 dealers and resellers across CelcomDigi touchpoints in Northern Malaysia.

This scale demonstrates the company's role as a practical regional operating partner, with responsibilities spanning dealer coordination, stock fulfilment, merchandising coordination, POSM handling, field execution, sales operation support and daily branch coordination.

Operating metric	Current scale / description
72 clusters	Regional cluster operations across Penang, Kedah, Perlis and Perak.
3,000+ touchpoints	Telecommunications touchpoints supported across the Northern Region.
1,000+ dealers and resellers	Dealer and reseller network supported across CelcomDigi touchpoints.
6 regional offices	Operational presence across Butterworth, Penang Island, Alor Setar, Ipoh, Taiping and Teluk Intan.
4-state coverage	Penang, Kedah, Perlis and Perak.

Note: This profile intentionally excludes confidential agreement terms, income model, payout mechanics, penalties, working capital requirements and private commercial clauses.

5. Operations & Services

Core business activities across the dealer network

Service area	Description
Dealer network support	Managing dealer acquisition, replenishment cycles, operational support and performance coordination for more than 1,000 dealers and resellers across regional CelcomDigi touchpoints.
Stock fulfilment	Planning stock requirements, managing replenishment and supporting availability across clusters and regional dealer networks.
Sales execution	Supporting principal-led sales initiatives, dealer engagement, performance tracking, market activation and field execution.
Merchandising & POSM	Coordinating retail presentation, POSM handling, outlet visibility and campaign support.
Logistics & branch coordination	Managing stock movement between headquarters, branch offices, warehouses and dealer locations.
Reporting & operational discipline	Supporting documented processes, branch coordination, operational reporting and partner-facing execution requirements.

BestGen's operating approach combines regional stock distribution, dealer network support and market execution to sustain coverage and service consistency across Northern Malaysia.

6. Operational Manpower Structure

Functional manpower supporting daily execution

BestGen's regional operations are supported by a structured manpower team covering operations management, finance and administration, warehouse supervision, dispatch, delivery coordination, merchandising, POSM support and on-ground activation.

This structure supports daily stock fulfilment, dealer coordination, warehouse operations, delivery execution, collection settlement, retail merchandising, field activation and regional sales operation support across CelcomDigi touchpoints in Northern Malaysia.

Function	Public-facing role description
Operations Management	Regional coordination, KPI monitoring, stock and inventory oversight, people welfare, candidate hiring and firing, and sales-related field support.
Finance & Administration	Finance matters, order processing, incoming order handling, payment verification, stock allocation and administrative support.
Warehouse Supervision	Warehouse operations, order processing support, delivery coordination and daily collection settlement.
Dispatch & Delivery	Stock allocation, delivery execution, route coordination and collection settlement.
Merchandising & Promoter Support	POSM merchandising, on-ground activation, retail support and campaign execution.

The manpower roles above are summarised as business capability descriptions and are not intended to reproduce any private commercial agreement.

7. Current Management

Key leadership and corporate functions

BestGen continues to operate under a current management structure that supports business continuity, regional operations, human resources, administration, finance and field execution. The following table summarises key persons and functional responsibilities for official reference.

Name	Position / Function	Main responsibilities
Ooi Bee Hoon	Managing Director	Corporate continuity, strategic oversight and senior management direction.
Low Jin Herng	Managing Director cum Head of Human Resources	Human resources, staff coordination, recruitment, training, employee relations and management continuity.
Tan Chai Sian	Operations Manager / Operations Director	Daily operations, logistics, warehousing, delivery coordination and cluster development execution.
Lena Ng Phaik Mei	Head of Administration	Office administration, internal records, branch documentation and administrative support.
Moy Su Venn	Head of Finance & Accounts	Financial records, budgeting, reporting, payment coordination and accounting controls.
Ooi Wei Fern	Payroll & Accounts Executive	Payroll administration, staff claims, accounts support and payment processing.

This structure reflects a practical family-led management approach, supported by departmental heads and branch-level operational teams.

8. Offices & Regional Presence

Northern Malaysia operational footprint

To support its regional role, BestGen maintains a network of offices across Penang, Kedah and Perak. These offices support stock management, administration, logistics, sales coordination and field operations across Penang, Kedah, Perlis and Perak.

Office	Location	Operational role
Headquarters	Butterworth, Penang	Main management, administration, operations coordination, finance, stock fulfilment and regional management centre.
Sales Office	George Town, Penang	Sales and dealer support office serving Penang Island touchpoints and retail network coordination.
Branch Office	Alor Setar, Kedah	Kedah and Perlis dealer coordination, stock fulfilment and field execution support.
Perak Main Office	Ipoh, Perak	Perak regional operations office supporting dealer network management, stock coordination and field execution.
Branch Office	Taiping, Perak	Northern Perak operational support, dealer support and market execution.
Branch Office	Teluk Intan, Perak	Southern Perak operational support, delivery coordination and dealer support.

Regional coverage: Butterworth, George Town, Alor Setar, Ipoh, Taiping and Teluk Intan, supporting telecommunications activities across Penang, Kedah, Perlis and Perak.

9. Credentials & Recognition

Records demonstrating long-term distribution performance

BestGen and its predecessor, Best DG Distributors Sdn. Bhd., have received multiple recognitions from telecommunications partners and public institutions. These recognitions support the company's track record in dealer network operations, sales execution, regional cooperation and official business support.

Recognition	Year	Relevance
Digi Distributor Record Achievement	2008	Recognised for dealer sales performance in RM Coupon and Flexi-Eload sales.
Digi Sales Revenue Recognition	2008	Recognition for contribution towards Digi's RM4.81 billion sales revenue achievement.
Digi Sales Revenue Recognition	2010	Recognition for contribution towards Digi's RM5.4 billion sales revenue achievement.
Digi Sales Revenue Recognition	2011	Recognition for contribution towards Digi's RM6.0 billion sales revenue achievement.
Digi Sales Revenue Recognition	2012	Recognition for contribution towards Digi's RM6.4 billion sales revenue achievement.
Government Data Cooperation Recognition	2015	Recognition by Jabatan Perangkaan Malaysia, Negeri Pulau Pinang for cooperation in providing official data.
CelcomDigi Cluster Development Partner Recognition - Northern Region	2024	Recognition relating to the successful Northern Region CDP bidding and appointment to support regional telecommunications distribution and field operations.

10. Contact & Official Reference

Corporate contact details

BestGen's corporate information, regional operations and contact details are reflected on its official website. For official correspondence and verification, the company may be contacted through the details below.

Item	Details
Headquarters	7103, 1st Floor, Jalan Bagan Ajam, 13000 Butterworth, Penang, Malaysia
Email	bdg@bestdg.com.my
Phone	+60 16-416 3333
Fax	04-3313323
Website	https://www.bestgen-tele.com/

Document note: This updated profile has been prepared for official reference using company-provided information, website content, certificate images and non-confidential business information. Sensitive personal information and private commercial agreement terms have been excluded for public and official submission use.

Appendix A - Certificate Gallery

Selected certificates and recognitions



CelcomDigi Cluster Development Partner Recognition - Northern Region (2024)



Digi Distributor Record Achievement (2008)



Digi Sales Revenue Recognition (2008)



Digi Sales Revenue Recognition (2010)



Digi Sales Revenue Recognition (2011)



Digi Sales Revenue Recognition (2012)



Government Data Cooperation Recognition (2015)

End of Corporate Profile